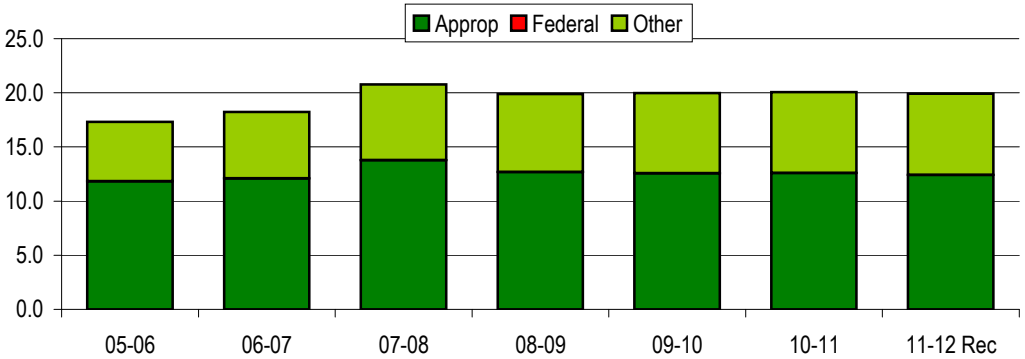


TOURIST DEVELOPMENT

Finance, Ways & Means Committee

FUNDING (Million)									
	05-06	06-07	07-08	08-09	09-10	10-11	11-12 Imp	11-12 Rec	6 Yr Change
Total	\$17.3M	\$18.2M	\$20.8M	\$19.9M	\$20.0M	\$20.1M	\$3.5M	\$19.9M	15%
Approp	11.8	12.1	13.8	12.7	12.5	12.6	3.5	12.4	5%
Federal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0%
Other	5.5	6.1	7.0	7.2	7.4	7.5	0.0	7.5	36%

POSITIONS									
Total	145	156	157	160	160	160	-	160	10%
FT	145	156	157	160	160	160	-	160	10%
PT	-	-	-	-	-	-	-	-	0%



MAJOR PROGRAMS

Administration and Marketing
 Operation of 13 Welcome Centers (interstate highways)

BASE REDUCTIONS (Recurring)		FY11-12				FY10-11				FY09-10				FY08-09	
	Cumulative Reduction	Approp Reduction	Pos	One-time Restoration	Pos	Approp Reduction	Pos	One-time Restoration	Pos	Approp Reduction	Pos	One-time Restoration	Pos	Approp Reduction	Pos
Program Area	(\$2.1M)	\$0.0M	-	(\$2.0M)	-	(\$0.7M)	-	(\$0.7M)	-	(\$1.3M)	-	\$1.3M	-	(\$0.1M)	(1)
Reductions funded Through FY11-12															
Reduce advertising and marketing services		-	-	1.59	-	(0.27)	-	0.27	-	(1.31)	-	1.31	-	-	-
Reduce travel writer tours		-	-	0.06	-	(0.06)	-	0.06	-	-	-	-	-	-	-
Reduce call center& fulfillment services		-	-	0.12	-	(0.12)	-	0.12	-	-	-	-	-	-	-
Reduce security guard hours-welcome centers		-	-	0.14	-	(0.14)	-	0.14	-	-	-	-	-	-	-
Participation in trade shows		-	-	0.09	-	(0.09)	-	0.09	-	-	-	-	-	-	-
Prior Year Reductions - not continued															
Voluntary Buyout Related Reductions		-	-	-	-	-	-	-	-	-	-	-	-	(0.13)	(1.00)

PROPOSED IMPROVEMENTS

Advertising and Marketing \$3.5M (NR)

Total	State	Federal	Other
\$3.5M	\$3.5M	\$0.0M	\$0.0M

IMPROVEMENT HISTORY

FY 10-11
 Advertising and Marketing \$3.5M (NR)
 Tourist Development-Sesquicentennial Grant \$157,500

FY 09-10
 Advertising and Marketing \$3.5M (NR)

FY 08-09
 Advertising and Marketing \$3.75M (NR)
 Welcome Centers - \$143,800 - To fund four positions and temporary leased space during Jellico renovation

FY 07-08
 Advertising and Marketing \$4.75M (NR)
 Welcome Centers \$1.5M (NR)

FY 06-07
 Advertising and Marketing \$4.75M (NR)
 Welcome Centers \$245,200 (NR)

PERFORMANCE MEASURES	04-05 (Act)	05-06 (Act)	06-07 (Act)	07-08 (Act)	08-09 (Act)	09-10(Act)	14-15 Goal
Number of visitors to the state	43.6 M	48.8 M	48.8 M	49.8M	47.3M	49.8M	48.7 M
Sales tax collections in selected tourism related industries	\$353 M	\$379 M	\$397 M	\$367M	\$402M	\$393 M	\$387 M
Gross sales for selected travel-related businesses in Tennessee	\$6.2 B	\$6.8 B	\$7.0 B	\$6.6B	\$7.0B	\$7.0B	\$7.0B
Number of requests for travel information	273,407	298,300	301,283	x	x	x	x

FUND BALANCES	06/30/06	06/30/07	06/30/08	06/30/09	06/30/10
Marketing Reserve	\$0.2M	\$0.2M	\$0.1M	\$0.2M	\$0.3M